



Station Order Revised Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Wednesday, August 22, 2012 to Sunday, August 26, 2012

Estimate ID

11644

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Total
				Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WAVY 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$500.00 \$500.00		1				1
WAVY 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$1,500.00 \$3,000.00	1		1			2
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$1,500.00 \$3,000.00		1	1			2
Saturday Today 8:00 AM 10:00 AM	EM	Sa 30	\$800.00 \$800.00				1		1
Days of Our Lives 1:00 PM 2:00 PM	DT	M-F 30	\$300.00 \$300.00	1					1
Anderson Cooper 4:00 PM 5:00 PM	EF	M-F 30	\$250.00 \$250.00		1				1
WAVY 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$900.00 \$900.00			1			1
WAVY 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$900.00 \$2,700.00	1	1	1			3
WAVY 6p News 6:00 PM 7:00 PM	EN	M-F 30	\$1,500.00 \$4,500.00	1	1	1			3
Ent Tonight 7:00 PM 7:30 PM	PA	M-F 30	\$900.00 \$900.00	1					1
America's Talent 9:00 PM 10:00 PM	PT	W 30	\$3,000.00 \$3,000.00	1					1
Dateline 10:00 PM 11:00 PM	PT	F 30	\$1,000.00 \$1,000.00			1			1

Chris Vail

Media Strategies and Research

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		Length			Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WAVY 11p News	LN	M-F		\$1,200.00	1	1	1			3
11:00 PM 11:35 PM		30		\$3,600.00						
Tonight Show	LF	M-F		\$500.00		1	1			2
11:35 PM 12:35 AM		30		\$1,000.00						
Station Gross Totals				\$25,450.00	7	7	8	1		23

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